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INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference SGG-1743-P	FOR FURTHER ACTION See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/KR 2004/001682	International filing date (day/month/year) 8 July 2004 (08.07.2004)	Priority Date (day/month/year) 9 July 2003 (09.07.2003)
International Patent Classification (IPC) or national classification and IPC IPC⁷:		
Applicant PARK KYUNG-YANG		

1. This international preliminary examination report has been prepared by this International Preliminary Examination Authority and is transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of 4 sheets, including this cover sheet.
- ☒ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of 6 sheets.

3. This report contains indications relating to the following items:

- I. ☒ Basis of the opinion
- II. ☐ Priority
- III. ☐ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- IV. ☐ Lack of unity of invention
- V. ☒ Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI. ☐ Certain documents cited
- VII. ☐ Certain defects in the international application
- VIII. ☐ Certain observations on the international application

Date of submission of the demand 04.02.2005	Date of completion of this report 15 November 2005 (15.11.2005)
Name and mailing address of the IPEA/AT Austrian Patent Office Dresdner Straße 87 A-1200 Vienna Facsimile No. 1/53424/200	Authorized officer KÖGL C. Telephone No. 1/53424/440

Form PCT/IPEA/409 (cover sheet) (July 1998)

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INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/KR 2004/001682

I. Basis of the report

1. With regard to the elements of the international application:*

☐ the international application as originally filed

☒ the description:

pages 1-20, as originally filed

pages _____, filed with the demand

pages _____, filed with the letter of _____.

☒ the claims:

pages _____, as originally filed

pages _____, as amended (together with any statement) under Article 19

pages 21-26, filed with the demand

pages _____, filed with the letter of _____.

☒ the drawings:

pages 1/19 - 19/19, as originally filed

pages _____, filed with the demand

pages _____, filed with the letter of _____.

☐ the sequence listing part of the description:

pages _____, as originally filed

pages _____, filed with the demand

pages _____, filed with the letter of _____.

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language _____ which is:

☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).

☐ the language of publication of the international application (under Rule 48.3(b)).

☐ the language of the translation furnished for the purposes of international preliminary examination (under Rule 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in printed form.

☐ filed together with the international application in computer readable form.

☐ furnished subsequently to this Authority in written form.

☐ furnished subsequently to this Authority in computer readable form.

☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.

☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. ☐ The amendments have resulted in the cancellation of:

☐ the description, pages _____.

☐ the claims, Nos. _____.

☐ the drawings, sheets/fig _____.

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as „originally filed“ and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

Form PCT/IPEA/409 (Box I) (July 1998))

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INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.
PCT/KR 2004/001682

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement	Novelty (N)	Claims 1-24	YES
		Claims ----	NO
	Inventive step (IS)	Claims 1-24	YES
		Claims ----	NO
	Industrial applicability (IA)	Claims 1-24	YES
		Claims ----	NO

Citations and explanations (Rule 70.7)

We refer to the arguments and the set of replacement claims (amended sheets: page 21 to 26) for this application stated on February, 4th, 2005. In view of the **new independent Claims 1 and 15** (amended claims) resulted in the judgement that the present application is novel and do involve an inventive step.

The following documents have been cited in the International Search Report dated on November 10th, 2004:

D1: US 2002/0165022 A1 (HIRAOKA AKIRA) 07/11/2002

D2: US 2002/0151366 A1 (WALKER ET AL.) 17/10/2002

Document **D1** comes very close to the present application. **D1** shows all technical features of the **amended Claim 1** except the feature "a slot machine game server which replaces the advertising images mixed by the ad selecting server with a display symbol of a slot machine game to constitute a display screen". However, the present application shows a small but favourable improvement in respect of the cited document **D1**. Therefore the subject matter of **Claim 1** (independent claim) and per definition the dependent **Claims 2 to 14** as well is novel and inventive in respect of the cited document **D1**. **D1** describes a general state of the art.

Amended Claim 15 does contain a internet advertising method with a novel and inventive step in the claimed method, namely "(c) replacing and mixing the particular advertising image selected by the user with a display symbol of the slot machine game in an advertisement (or ad) selecting server, and constituting the advertising image into an initial screen of the slot machine game".

Therefore, the subject matter, of the independent **claims 1 and 15** and per definition for the dependent **Claims 2-14 and Claims 16-24** as well, is novel and do involve an inventive step in respect of the cited document **D1**. The other cited document **D2** does not show these technical features as well.

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International application No.
PCT/KR 04/01682**Supplemental Box**

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: **Box V (page 1)**

Thus, contrary to the indications given in the International Search Report, presently claimed (amended Claims 1 and 15) subject matter is considered novel and inventive, because none of the cited documents discloses the features shown in the both paragraphs above. Even a combination of the documents **D1** and **D2** is not capable to question the inventive step of the present application.

Summarising, the subject matter of the **amended independent Claims 1 and 15** is novel and inventive in respect of the cited documents **D1** and **D2**. Therefore the dependent **Claims 2-14 and 16-24** are per definition novel and inventive as well. Claims 1-24 of the present application are novel and hence patentable. Documents **D1** and **D2** represent a general state of the art which is not considered to be of a particular relevance. The industrial applicability is acknowledged.